VDR Project Investment Summary

This document provides a professional investment summary for the VDR Virtual Dressing Room project, including recommended funding levels, project phases, and projected capital allocation strategies.

Option 1 — Lean Prototype + Investor Demonstration

Recommended Investment Ask: $150,000–$300,000

- Includes:
  - Investor-ready website
  - Patent pending filing
  - Branding and pitch deck
  - Functional software mockup
  - AI simulation demo
  - Retail plug-in concept
  - Early retailer outreach

Option 2 — Full Working MVP Platform

Recommended Investment Ask: $500,000–$1.5 Million

- Includes:
  - Real AI body scanning
  - Clothing rendering engine
  - Retail API integration
  - Mobile application
  - Cloud infrastructure
  - Beta testing
  - Physical kiosk prototype

Option 3 — Enterprise Retail Launch

Recommended Investment Ask: $2M–$5M+

- Includes:
  - Multiple kiosk units
  - Manufacturing setup
  - National retail pilots
  - Engineering team
  - AI infrastructure
  - Retail licensing system
  - Marketing campaign

- Patent expansion

Recommended Initial Investor Ask

$250,000 Initial Raise Recommendation

A $250,000 raise is considered the strongest balance between credibility and risk at the current project stage. This level of funding provides sufficient capital to develop a compelling prototype, strengthen intellectual property protection, create investor-grade marketing assets, and begin early-stage retail integration discussions.

Example Allocation of a $250K Raise

Area	Budget
Software Prototype	$70,000
AI / 3D Visualization	$45,000
Patent / IP Protection	$15,000
Website + Branding	$10,000
Demo Video + Marketing	$15,000
Hardware Prototype	$40,000
Legal + Business Setup	$10,000
Operations Reserve	$45,000

Investor Positioning

The VDR platform positions itself within multiple high-growth sectors including fashion technology, AI retail systems, virtual try-on technology, smart retail hardware, and SaaS retail licensing. The platform is designed to help retailers reduce returns, improve customer conversion rates, and modernize both online and in-store shopping experiences.

Project Vision: The VDR project is not simply a website or application. It is intended to become a scalable AI-powered retail technology ecosystem.